

16th Annual Wholesale Lending Fair Friday, January 5, 2007

Hyatt Regency Denver Tech Center & Denver Marriott Tech Center • Denver, Colorado

EVENT BROCHURE AD SPECIFICATIONS

The Wholesale Lending Fair is a marketing phenomenon in the mortgage lending industry. Over 3400 individuals attended the event in 2006. Confirmed sponsors and exhibitors may advertise in the event brochure, a copy of which is provided free to every attendee. **Ads will be organized by size category and placed in the order received.**

Ads that do not adhere to the following specifications may incur charges at \$50.00 per hour. You will be notified via email and/or telephone about the status of your ad once it is received and reviewed by the CMLA Marketing Department.

Images:

All ads must be saved in **grayscale**, flattened and saved as TIFF, EPS, JPEG, or PDF.

Image Resolution:

Resolution must be at least 300 ppi (pixels per inch.)

Fonts:

Include all fonts used in the creation of the ad. (Outlining fonts eliminates the need to package fonts with your document.)

Delivery Options:

- Electronic files can be emailed to com@cmla.com, ATTN: Lynn Bishop
- Deliver your ad to the CMLA office in high resolution printed format
- Deliver your ad to the CMLA office on CD.

Size	Price	Live Area Dimensions
Inside cover / back cover	\$2,000	8" Wide x 10 1/2" High (maximum exposure!)
Full Page	\$1,000	8" Wide x 10 1/2" High
Half Page	\$500	8" Wide x 5" High
Quarter Page	\$250	3 3/4" Wide x 5" High
Business Card	\$100	3 1/2" Wide x 2" High

Prices listed are for finished ads within live area dimensions. If you need assistance creating your ad or preparing it for print, CMLA staff will be glad to assist you. We can provide design services for an additional 50% of space cost.

Due Date:

All ads and payment in full must be received no later than **Friday, December 15, 2006.**

Name of ad designer: _____ Phone Number: _____

Email address: _____

Yes, I want to advertise in the (event name) Lending Fair Event Program

Please process my order for a _____ size ad

I will pay an additional 50% fee for production of my ad

Name: _____ Company Name: _____

Phone Number: _____ Fax Number: _____

Check enclosed for \$ _____ Charge credit card \$ _____ (Visa, Mastercard, AMEX)

Card Number: _____ Expiration Date: _____

Card Holder Name: _____ Signature: _____

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